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CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

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Date: 9/26/05

By: Patti Hespell
Patti Hespell

Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Richard König

Conf. No.: 9504 : Group Art Unit: 3622
Appln. No.: 10/790,487 : Examiner: Arthur D. Duran
Filing Date: March 1, 2004 : Att'y. Docket No.: HMM-101
Title: Advertisement Substitution

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Each of the documents listed on the attached Information Disclosure Statement Citation Form PTO/SB/08A may be material to the patentability of the above-identified patent application and/or may result in a duty to disclose in accordance with 37 C.F.R. §1.56.

In accordance with the official waiver posted July 11, 2003, copies of the U.S. Patents and U.S. Patent Publications listed on the attached Form PTO/SB/08A are not being provided. However, copies of the foreign references and non-patent documents are enclosed. The official waiver withdraws the requirement under 37 C.F.R. § 1.98(a)(2)(i) for submitting copies of each listed U.S. Patent and U.S. Patent Application Publication with respect to applications filed after June 30, 2003. Copies of the listed U.S. Patent documents will be provided upon request.

A copy of the International Search Report dated July 28, 2004, for co-pending, corresponding International Application Number PCT/GB2004/000955 is enclosed.

A copy of the British Search Report dated July 22, 2004, for co-pending, corresponding British Application GB 0405180.1 is enclosed.

An English language summary of the Spanish document FULLÀ, et al; "Detección de anuncios en secuencias de television" is enclosed. A copy of the original Spanish document is also enclosed for the Examiner's convenience.

The filing of this Information Disclosure Statement shall not be construed as an admission that any of the listed documents constitute prior art, nor as an admission against interest in any manner.

This Information Disclosure Statement is being submitted:

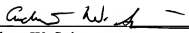
- ☒ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☐ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☐ The check or authorization to charge deposit account in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

No fee is believed to be due in connection with the filing of this Information Disclosure Statement since it is being filed before the first Office Action on the merits of the above-identified

application. However, the Commissioner is hereby authorized to charge any deficiencies or credit any overpayments to Deposit Account No. **503061**.

It is respectfully requested that this Information Disclosure Statement and the documents listed on the attached Form PTO/SB/08A be considered and acknowledged by the Examiner in connection with the above-identified patent application, be made of record therein, and that the listed document(s) be cited in the issued patent.

Respectfully submitted,



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Date: 9/26/05



Form PTO/SB/08A

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 1 of 2

Complete if Known

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|------------------------|----------------|
| Application Number | 10/790,487 |
| Filing Date | 01 March 2004 |
| First Named Inventor | König, Richard |
| Group Art Unit | 2611 |
| Examiner Name | Unknown |
| Attorney Docket Number | HMM-101 |

U.S. PATENT DOCUMENTS

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OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS

| Exr Initials | Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or country where published. | T ₁ |
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| | DRUCKER, et al, "Smartship: Consumer Level Browsing and Skipping of Digital Video Content", Technology to Help people find information; Minn, MN, April 20-25, 2002; Volume 4, Issue 1; pages 219-226 | ✓ |

Examiner
Signature

Date
Considered

T₁ - Place a check mark if complete document is in English; otherwise, place a letter "A" if only an English abstract is attached.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /AD/

